

## ORDER



**Orders**  
**Order / Rev:** 217677  
**Alt Order #:** 06868000  
**Product Desc:** 10/31-11/5 American Crossroads  
**Estimate:** 1287  
**Flight Dates:** 10/31/12 - 11/05/12  
**Original Date / Rev:** 10/25/12 / 10/25/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Crossroads Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/American Crossroads  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN16688/TO1709  
**Agency External ID:** IN7573/AU3290/TO1672/AL2022/SP791

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12   | 11/05/12 | 10      | \$9,660.00   | \$8,211.00 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2012 | 10        | \$9,660.00        | \$8,211.00        | 0.00        |
| <b>Totals</b> | <b>10</b> | <b>\$9,660.00</b> | <b>\$8,211.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive  | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| WVBT   | 6%    | \$9,660.00   |
| Market | 100%  | \$161,000.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| NFLWS | 0%    | \$0.00      |
| UNKWN | 0%    | \$0.00      |
| WAVY  | 29%   | \$46,690.00 |
| WGNT  | 1%    | \$1,610.00  |
| WHRO  | 0%    | \$0.00      |
| WPEN  | 0%    | \$0.00      |
| WPXV  | 0%    | \$0.00      |
| WTKR  | 25%   | \$40,250.00 |
| WTVZ  | 0%    | \$0.00      |
| WVEC  | 39%   | \$62,790.00 |

| Ln                        | Ch   | Start             | End             | Inventory Code            | Break             | Start/End Time | Days        | Len | Spots         | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|---------------------------|------|-------------------|-----------------|---------------------------|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|-------|----------|
| E 1                       | WVBT | 10/31/12          | 10/31/12        | M-F 10-11a<br>Millionaire | CM                | 10-11a         | --W----     | :30 | 1             | \$150.00 | P1  | 0.00 | NM   | 1     | \$150.00 |
| MILLIONAIRE/MILLIONAIRE B |      |                   |                 |                           |                   |                |             |     |               |          |     |      |      |       |          |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |       |          |
| Week:                     |      | 10/29/12          | 11/04/12        | --W----                   | 1                 |                | \$150.00    |     | 0.00          |          |     |      |      |       |          |
| E 2                       | WVBT | 11/01/12          | 11/01/12        | M-F 10-11a<br>Millionaire | CM                | 10-11a         | ---T---     | :30 | 1             | \$150.00 | P1  | 0.00 | NM   | 1     | \$150.00 |

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Advertiser: POL/American Crossroads  
 Product Desc: 10/31-11/5 American Crossroads  
 Estimate: 1287

WVBT

| Ln                          | Ch   | Start             | End             | Inventory Code                 | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg  | Type   | Spots | Amount     |
|-----------------------------|------|-------------------|-----------------|--------------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|--------|-------|------------|
| MILLIONAIRE/MILLIONAIRE B   |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 10/29/12          | 11/04/12        | ---T---                        |       |                | 1                 |     | \$150.00    |            | 0.00          |      |        |       |            |
| E 3                         | WVBT | 11/02/12          | 11/02/12        | M-F 10-11a<br>Millionaire      | CM    | 10-11a         | ----F--           | :30 | 1           | \$150.00   | P1            | 0.00 | NM     | 1     | \$150.00   |
| MILLIONAIRE/MILLIONAIRE B   |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 10/29/12          | 11/04/12        | ----F--                        |       |                | 1                 |     | \$150.00    |            | 0.00          |      |        |       |            |
| E 4                         | WVBT | 11/05/12          | 11/05/12        | M-F 10-11a<br>Millionaire      | CM    | 10-11a         | M-----            | :30 | 1           | \$150.00   | P1            | 0.00 | NM     | 1     | \$150.00   |
| MILLIONAIRE/MILLIONAIRE B   |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 11/05/12          | 11/11/12        | M-----                         |       |                | 1                 |     | \$150.00    |            | 0.00          |      |        |       |            |
| E 5                         | WVBT | 10/31/12          | 10/31/12        | M-F 10-1044p<br>Fox News @ 10  | CM    | 10-1045p       | --W----           | :30 | 1           | \$2,000.00 | P1            | 0.00 | NM     | 1     | \$2,000.00 |
| LATE NEWS                   |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 10/29/12          | 11/04/12        | --W----                        |       |                | 1                 |     | \$2,000.00  |            | 0.00          |      |        |       |            |
| E 6                         | WVBT | 11/01/12          | 11/01/12        | M-F 10-1044p<br>Fox News @ 10  | CM    | 10-1045p       | ---T---           | :30 | 1           | \$2,000.00 | P1            | 0.00 | NM     | 1     | \$2,000.00 |
| LATE NEWS                   |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 10/29/12          | 11/04/12        | ---T---                        |       |                | 1                 |     | \$2,000.00  |            | 0.00          |      |        |       |            |
| E 7                         | WVBT | 11/02/12          | 11/02/12        | M-F 10-1044p<br>Fox News @ 10  | CM    | 10-1045p       | ----F--           | :30 | 1           | \$2,000.00 | P1            | 0.00 | NM     | 1     | \$2,000.00 |
| LATE NEWS                   |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 10/29/12          | 11/04/12        | ----F--                        |       |                | 1                 |     | \$2,000.00  |            | 0.00          |      |        |       |            |
| E 8                         | WVBT | 11/05/12          | 11/05/12        | M-F 10-1044p<br>Fox News @ 10  | CM    | 10-1045p       | M-----            | :30 | 1           | \$2,000.00 | P1            | 0.00 | NM     | 1     | \$2,000.00 |
| LATE NEWS                   |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 11/05/12          | 11/11/12        | M-----                         |       |                | 1                 |     | \$2,000.00  |            | 0.00          |      |        |       |            |
| E 9                         | WVBT | 11/05/12          | 11/05/12        | M-F 1045-11p<br>Fox Sportswrap | CM    | 1045-11p       | M-----            | :30 | 1           | \$1,000.00 | P1            | 0.00 | NM     | 1     | \$1,000.00 |
| SPORTSWRAP M-F/AVG. ALL WKS |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 11/05/12          | 11/11/12        | M-----                         |       |                | 1                 |     | \$1,000.00  |            | 0.00          |      |        |       |            |
| E 10                        | WVBT | 11/05/12          | 11/05/12        | M-F 5-6a<br>Ricki Lake         | CM    | 5-6a           | M-----            | :30 | 1           | \$60.00    | P1            | 0.00 | NM     | 1     | \$60.00    |
| RICKI LAKE                  |      |                   |                 |                                |       |                |                   |     |             |            |               |      |        |       |            |
|                             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |            |
| Week:                       |      | 11/05/12          | 11/11/12        | M-----                         |       |                | 1                 |     | \$60.00     |            | 0.00          |      |        |       |            |
|                             |      |                   |                 |                                |       |                |                   |     |             |            |               |      | Totals | 10    | \$9,660.00 |